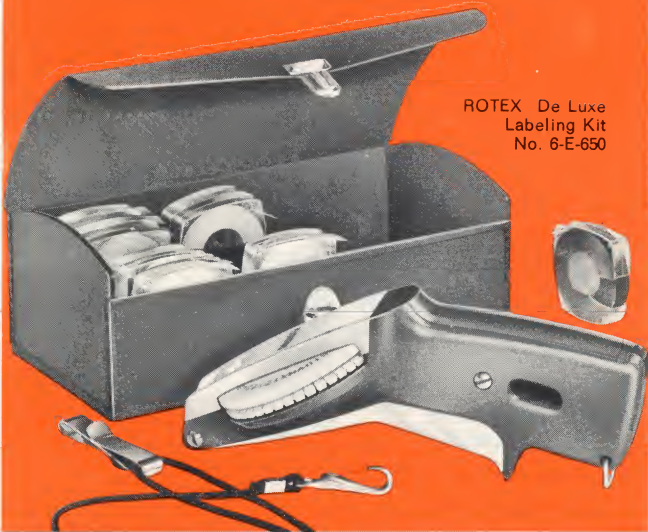


ROTEX[®]

introduces ALL-IN-ONE LABEL MAKING KIT

*with special accessories for new
convenience in labeling*



ROTEX De Luxe
Labeling Kit
No. 6-E-650

SAVE NOW — Regular value \$45.10 **\$39⁹⁵**
SPECIAL COMBINATION OFFER Only

ORDER THIS
SPECIAL OFFER
ROTEX
LABELING KIT
NOW!

ROTEX Division Avery Products Corporation o
Los Angeles, California

Complete all-purpose **ROTEX** **LABELING** **KIT**

...it's got everything

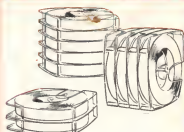
1. **NEW ROTEX LABEL MAKER** with complete numbers, alphabet and characters on one dial list \$24.95
2. **ASSORTMENT OF TAPE COLORS**, 10 Jumbo length 144" tape rolls ($\frac{3}{8}$ " width) in cartridges list \$12.50
3. **FITTED BLACK CARRYING CASE** with tape storage compartments list \$ 5.95
4. **SPECIAL ACCESSORIES:** Belt Clip snaps tool to belt, frees hands for on-the-job convenience; and Lanyard with wrist loop and snap fastener for handling ease list \$ 1.70

Total value \$45.10

Save now—ONLY \$39.95 LIST



Rotex label maker



10 tape cartridges



Disappearing carrying strap



Lanyard attaches to wrist



Belt clip holds label maker

THE REMARKABLE ROTEX LABEL MAKER

pat. pend.

Quick and easy — dial labels left or right hand

Trouble-free — single lever embosses, spaces, and cuts off

Quick strip tab — peel off tape backing in a flash

ROTEX

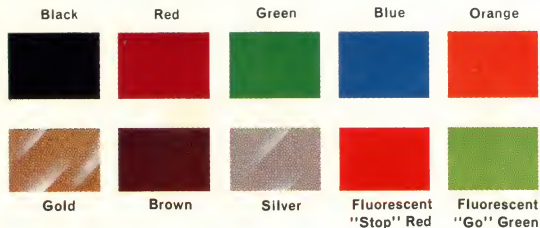
Actual size

Rotex—originator of
BIG LETTER labels on
economical $\frac{3}{8}$ " tape.

WEATHER SHIELD ROTEX LABEL TAPE

10 colors in jumbo size 144" rolls

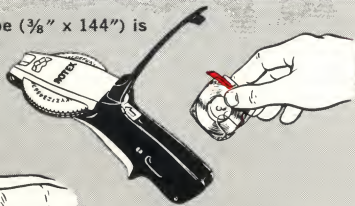
All the important basic colors, plus gold and silver and new fluorescent red and green give brilliant range to your label tape color selection to color code...color key...color match...or color contrast.



$\frac{3}{8}$ " ROTEX #600 series Label Tape is supplied in jumbo length—144" long rolls in easy-open cartridge for the ROTEX 6-E Label Maker and other $\frac{3}{8}$ " label makers using cartridges or roll tape \$1.25 p/roll.

$\frac{1}{2}$ " x 144" ROTEX #800 series Label Tape is available for $\frac{1}{2}$ " tape label makers \$1.65 p/roll.

Rotex #600 series tape ($\frac{3}{8}$ " x 144") is supplied in convenient cartridges for the Rotex 6-E and other $\frac{3}{8}$ " cartridge loading label makers for easier loading, easier tape changing.



$\frac{3}{8}$ " label makers that load with rolls readily use Rotex label tape — simply snap the Rotex cartridge open.

Printed in U.S.A.

Form No. SS-2

COLORFUL, PROFESSIONAL ROTEX LABELS FOR BUSINESS AND INDUSTRY

Easily made on the spot for instant identification!



Ask for a demonstration of the ROTEX label maker today
ROTEX Division, AVERY Products Corporation

120 West 131st Street, Los Angeles 61, California

THE REMARKABLE NEW ROTEX* LABEL MAKER 6-E

Patent Pending



ROTEX Division, AVERY Products Corporation

Copyright 1964 Avery Products Corporation

*Trade Mark

new
ROTEX*



the first label maker
that works **\$24⁹⁵**
for everyone



Now, make professional raised letter labels in seconds! From Rotex Division, Avery Products Corporation advanced research comes the new ROTEX 6-E Label Maker — easiest, most trouble-free way to make permanent self-adhesive labels for every purpose in plant, laboratory, school, office, store and home.

*Trade Mark

*Only the Rotex label maker gives you
all these important labeling advantages:*

New **BIG LETTER**
labels on economical
 $\frac{3}{8}$ " tape

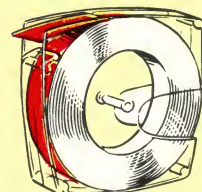
ROTEX

Actual
size

- INSTANT APPEARANCE OF EMBOSSED LETTER ON THE TAPE
- FULL SELECTION OF LETTERS AND CHARACTERS
- COMPLETE SET OF ALL NUMERALS, 1 TO 0
- JUST ONE LEVER TO PRINT—SPACE—CUT OFF
- EASY TO USE WITH EITHER LEFT OR RIGHT HAND



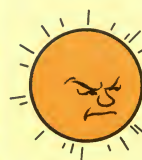
NEW ROTEX **WEATHER
SHIELD** LABEL TAPE



NEW EASY-HANDLING
ROTEX $\frac{3}{8}$ "
TAPE CARTRIDGE

The ROTEX label maker with its sensational new WEATHER-SHIELD label tape beats any other method of on the spot label making. ROTEX labels stick permanently—without moistening—to any clean, smooth surface—paper, plastic, metal, wood, glass. There's nothing to curl or come loose. Rotex label tape is the answer for professional, personalized labels for everyone.

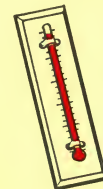
FIRST MAJOR ADVANCE IN LABEL TAPE



Greater
ULTRA-VIOLET
stability —
longer life
indoors and
out



Greater
**MOISTURE
RESISTANCE**
— trouble-free
durability



Greater
**TEMPERATURE
RESISTANCE**
outlasts
ordinary labels



Greater
FLEXIBILITY —
readily sticks
to irregular
surfaces

Quick Strip Tab
on every ROTEX Label —
peel off tape
backing in a flash



ROTEX

A DIVISION OF

AVERY

PRODUCTS CORPORATION

120 WEST 131st STREET, LOS ANGELES, CALIFORNIA 90061 • TELEPHONE: 321-8271

INQUIRER

Date 10-5-64

FROM • Theodor H. Nelson
Systems Cons
Literature Only
Box 1546
Poughkeepsie, N. Y.

Inquiry Source:
• The Office

I am interested in the Rotex Label Maker ___ as a user ___ as a dealer.

☐ I wish to order ___ Rotex Label Makers @ \$24.95 and ___ rolls of $\frac{3}{8}$ " tape @ \$1.25.
Color of tape desired _____. I understand it will be delivered
by my local supplier. Customer Signature _____

☐ Please have my local supplier call to arrange a free demonstration.

☐ Please send additional information on _____

COMPLETE AND RETURN THIS CARD TODAY FOR

• TRIAL ORDER • FREE DEMONSTRATION • ADDITIONAL DETAILS

(tear along perforated line before mailing)

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY

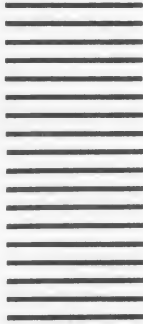
**ROTEX DIVISION
AVERY ADHESIVE PRODUCTS INC.**

120 WEST 131st STREET
LOS ANGELES, CALIFORNIA 90061

FIRST CLASS

PERMIT NO. 43888

LOS ANGELES,
CALIFORNIA





LOOKING AT LABEL MAKERS?

Here Are The Facts You Need To Make A Buying Decision!

FACT 1

Rotex gives you the large letter legibility on $\frac{3}{8}$ " tape that the other label makers give you on more costly $\frac{1}{2}$ " tape.

FACT 2

You spend less to buy and operate a **Rotex** $\frac{3}{8}$ " Label Maker than any $\frac{1}{2}$ " tool producing letters of comparable size . . . see for yourself!

ORDINARY LABEL

Average User Cost:

TOOL	\$45.00
6 rolls tape at \$1.65	9.90
Total Investment	\$54.90

ROTEX $\frac{3}{8}$ LABEL

Rotex User Cost:

TOOL	\$25.00
6 rolls tape at \$1.25	7.50
Total Investment	\$32.50

**YOU SAVE 40% ON YOUR INITIAL INVESTMENT WITH
ROTEX PLUS 24% ON EVERY ROLL OF TAPE YOU BUY!!**

FACT 3

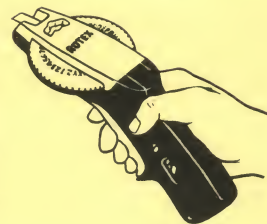
Rotex $\frac{3}{8}$ " Labels are easier to read than labels made with other $\frac{3}{8}$ " label makers. Here's proof!

ORDINARY $\frac{3}{8}$ LABEL

ROTEX $\frac{3}{8}$ LABEL

FACT 4

Rotex award winning design reduces errors to produce more labels in less time at lowest cost. Only **Rotex** gives you a label maker with simple, one-lever action to print, space or cut in addition to instant appearance of each letter as it is printed. Heavy duty, shock resistant Cyclocac handle and durable metal housing insure that your **Rotex** will keep on working no matter how hard you work it!



FACT 5

Rotex Label Makers and Label Tapes are made for each other and are guaranteed by Avery Adhesive Products, Inc., world leader in pressure sensitive products.

Conclusion: ROTEX is the most economical to buy, easiest to operate and most dependable to use! Buy Rotex!

ROTEX[®]

Division of Avery Products Corp.
120 W. 131st Street, Los Angeles, California - 90061

TC-1
Printed in U.S.A.